



AT A GLANCE

What is Movement Health all about and why should you get involved?

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INTRODUCTION

Challenges facing healthcare eco-systems today

The challenges facing healthcare systems around the world are immense.

-  There is massive inequality in terms of access to medical and health services
-  One in three people die from avoidable and preventable causes
-  The number of patients with multiple chronic diseases is on the rise
-  Many populations are ageing, with related health issues growing steadily
-  Poor management of healthcare systems often make them inefficient – up to 30% waste
-  Only 20% of healthcare budgets are spent on innovation and transformation.

Movement Health starts with a simple yet crucial finding: countries share around

80%

of healthcare challenges.

This statistic creates a wide range of cross-border collaboration opportunities, with mutual learning and solution-sharing, while at the same time paving the way for policy alignment and customized solutions to meet precise local needs and realities.

In other words: identifying crucial problems, addressing them by designing systemic shifts through collaboration, building sustainable partnerships, tapping into the expertise of a wide range of stakeholders, and using cutting-edge innovation. All this, within a healthcare architecture that puts the lifetime well-being of patients first.

ACCELERATING SYSTEMIC CHANGE

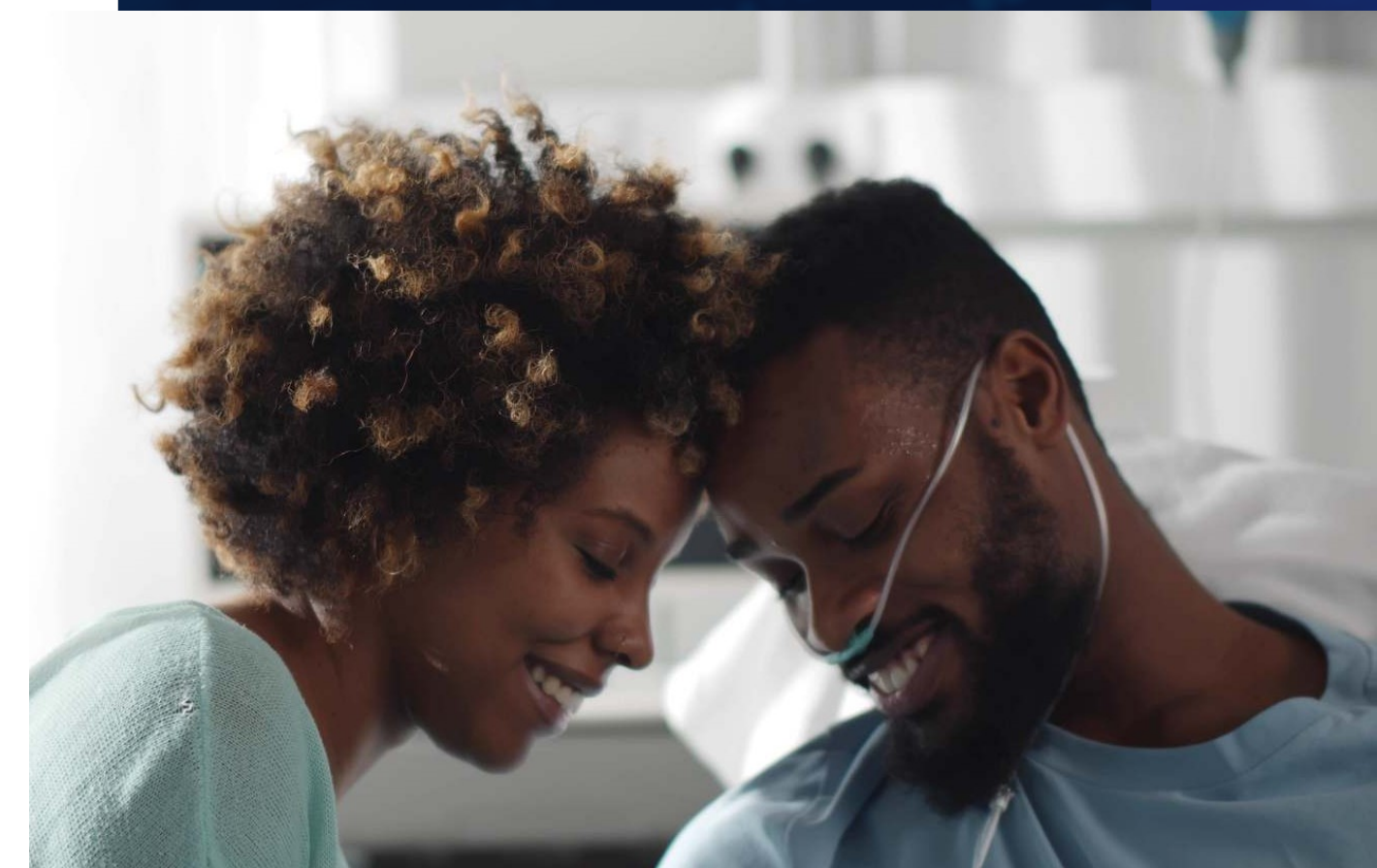
Movement Health 2030: what's the strategy?

Movement Health 2030 brings a wide variety of healthcare stakeholders to the table to identify bottleneck problems in healthcare systems.

When these problems are solved, patient outcomes improve dramatically - healthcare costs and pressures on Healthcare providers are reduced, and the efficacy of care rises significantly.

The crux is to build an efficient network, connecting partners from across regions, working together to create local ecosystems and accelerate scalable solutions which address often complex systemic challenges. Public sector stakeholders are brought on board from the get-go. They guide the entrepreneurial energy around the table toward solutions they are willing to prioritise and help scale.

The Movement focuses on similar transitional challenges experienced across different countries. That allows us to develop and replicate solutions that are scalable. The result is a unique and diverse project portfolio with a high rate of solutions which have a rapid concept-to-mobilisation and roll-out timeline. Our programmes deliver both early impact and sustainable outcomes.



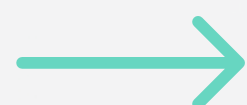
DRIVEN BY INNOVATION

The Movement Health 2030 approach

Our global, regional and local research into healthcare ecosystem challenges influence the way we structure our programmes.

For instance, we discovered that, though pressure points are similar across regions, healthcare providers have significant variations in terms of capabilities to effect the necessary change needed to address them.

That realisation gave us crucial insight into the need for flexible transition roadmaps to ensure each individual programme's success. As a result, we based our approach on six key stages of approach.



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In Latin America, Movement Health has initially focused on citizen empowerment. It's the main objective that will enable better continuity of care, transforming cross-institution collaboration, and the propagation of a more dynamic healthcare innovation and implementation environment.

Lifelong quality of care is the core of the policy re-centering engineered through the Movement Health roundtable forums. The ability to create and efficiently exchange data through improved interoperability is the crucial means through which we will realise this significant transformational goal.



Hector Pourtale
Movimiento Salud 2030 Head

6 key stages

THE REGIONAL SETUP

In each region, operations are initiated with the establishment of a Regional Board. Their members of this Board are drawn from a wide range of complementary perspectives.

They're experts in healthcare system-related challenges and are committed to propagating positive change in their localities.



DEFINING THE PROBLEM AND FOCUS AREA

We leverage the expertise of key decision-makers, experts and thought-leaders to research and examine local health systems across multiple channels.

We share ideas to zero in on specific challenges examined through a global lens by setting up round table meetings. Finally, we identify and prioritise the most desirable investment points, KPIs and outcomes.



BUILDING LOCAL NETWORKS

By engaging with the right local partners, we ensure tangible, relevant and positive results. How can Movement Health 2030 become a strategic partner of local governments and healthcare systems?

That's what we determine from the get-go by conducting an in-depth study of local ecosystems and building solid collaborations.

We capitalise on existing initiatives and capabilities for effective planning and mobilisation to deliver tailored solutions.



6 key stages

POLICY SHIFT

Shifting policies within Government and regional healthcare architectures is a challenging and time-consuming process. Movement Health recognises the fact that transformational change in attitudes and practices are at the heart of organising and accelerating real impact.

That's precisely why inclusive guidance and commitment from engaged partners in planning are the cornerstones of our approach.



OPEN INNOVATION

We set up innovation challenges in collaboration with local and regional partners to scout for existing capabilities and potentially cutting-edge solutions. Then, we co-create and accelerate these solutions to serve bespoke strategic models.

Initially, we pilot them to measure their impacts and results, planning for their scalable delivery from inception.



SCALABILITY

National and cross-border scalability of transformation solutions has significant impacts on health care efficacy, cost of delivery and the resulting improvement in patient experience. With the backdrop of collective learning and experience acquisition, our guiding principles remain simple – collaboration, innovation and efficient sustainable delivery



COLLABORATION IS OUR POINT OF DIFFERENTIATION

Innovation is at the very core of systemic change

Our policy working groups and pilot schemes are geared to deliver practical and early outcomes with positive impacts.



We're adept at unlocking the inertia of overwhelmed healthcare systems. That process inevitably starts with effecting policy shift or the development of new, long-term and more sustainable planning amongst Government, regulators and Healthcare providers.

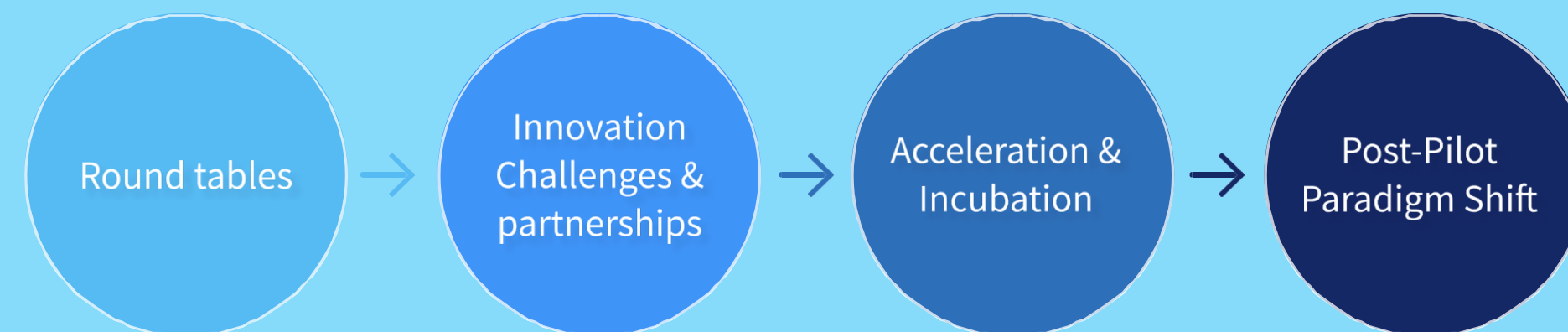
Our insight and the resulting process of collaborative examination of challenges, focused and relevant innovation contributions, and the prioritisation of achievable long-term solutions is the catalyst which makes the difference.



Bogi Eliassen
 Director of Health/Head of Denmark
 Unit UNESCO Chair in Bioethics

They pave the way for detailed assessment on each individual scheme's performance and, following suitable evidencing of KPIs, gearing for roll-out of scalable solutions – locally, regionally or globally.

Attracting the right innovators to engage with this systemic challenge is our start point. Everything that follows is collaborative. Selected partners are challenged to think beyond the commercialization of their existing solutions, allowing them to go back to their personal purpose: creating an impact for the well-being of the population in partnership with the public.



Systemic Policy Shift Engagement

DRIVING PUBLIC / PRIVATE INNOVATIONS

Building human-centric healthcare architectures

Movement Health 2030 intends to achieve systemic change within global healthcare eco-systems. It aims to determine the key factors that promote the scalability of its initiatives through clear, accessible programme metrics. These metrics will be benchmarked against other health-based platforms.

The Movement's framework is based on the UN Global SDGs, which serve as an impact metric relevant for all the regions we're active in.

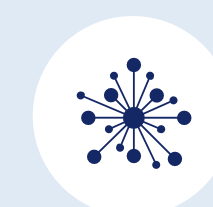
But what does that actually mean? Well, Movement Health 2030's approach combines international innovation expertise with the needs and input from local partners and healthcare professionals.

A comprehensive, collaborative approach committed to building human-centric healthcare systems with an intense focus on:



LIFELONG QUALITY OF CARE

Investing and focusing more on prevention, early detection and offering care in facilities that are nearby and easy to access. Patient empowerment and involvement are paramount in ensuring the lifelong quality of care.



DATA SCIENCE AND DIGITAL SOLUTIONS

We break down access barriers, multiply and enhance the healthcare system's capabilities through proven intelligent data integration, advanced analytics, and automation. These are critical for system-shifting innovation.



SUSTAINABLE FUNDING AND INCLUSIVE PARTNERSHIP MODELS

Integrated solutions that make better use of assets, spread and share the risks, align incentives, and reduce wastefulness give new meaning to existing relationships. We achieve disruptive innovation through inclusive partnerships.



READINESS FOR BIOSCIENCE INNOVATION

Overcoming the hurdles of scaling new biotech to ensure equitable, cost-effective access for all. Tapping into the immense potential offered by genomic sequencing, point of care diagnostics, genetic therapies and novel supply chains to unleash their unprecedented positive impact on society.

What's next?

By the end of 2021, Movement Health 2030 will be active in **29** countries. By the end of 2022, that number will rise to **38**, eventually totalling **57** countries by 2023. During that time, the Movement will:

- Co-create 50 policy transformation proposals
- Develop at least one solution for each country it's active in
- Share cross-border solutions to ensure scalability from the outset
- Have a total minimum of 80 tested solutions in three years - 1.5 per country
- Support these solutions with proposed policy reforms to ensure each one is relevant to meet the most pressing healthcare barriers

These pilots will be scaled up locally and across countries to stimulate evidence-based proposals. Together with wide awareness and decision maker engagement, they shape policy and operational evolution with one clear-cut goal: to unlock access to better healthcare for all.



OUR FOUNDING PARTNER'S JOURNEY

The need to understand and positively address the pressure points identified in this introduction were the key drivers for the creation of Movement Health 2030 in 2019 by Roche.

The key to achieving rapid impact and success is now clear – belief in our collective ability to accelerate positive transformation, the value of building strong partnerships with innovators, and the engagement of healthcare policy makers to embrace systemic change.



We're not only improving operational efficacies of healthcare systems, we're also changing minds.

The purpose behind Movement Health is bigger than simply addressing one challenge at a time. We're inspiring a new vision of healthcare transformation.

Our partnership network and focus on accelerating scalable solutions is aimed at a global audience of regulators and health care providers. By sharing learnings and capitalising on that expertise, we're making an unprecedented impact on the barriers to equitable healthcare and patient wellbeing.



Rolf Hoenger
President of Roche Pharma Latin America

SHARING A VISION OF SOCIAL IMPACT

Better Healthcare for All: you have a vital role to play

Our goal is to expand our reach to **become the world's leading network** in the field of healthcare equity and patient care by the end of the decade. And we're well on track to achieving that target.

The future of healthcare will be (re)defined in the course of this decade. Movement Health 2030's network team is already improving access to care, patient experiences and outcomes at this very moment.

Our **Market Leadership Partners** share our vision of accelerating Better Healthcare for All. They're the driving force behind the mission of the Movement. Businesses that leave their mark on society, offering capital investment and high-level expertise. They are committed to creating positive change in the world's healthcare ecosystems – mature and developing alike.

Does Movement Health 2030's mission align with your company's strategic investments in society?


Then you can **play a meaningful part in this story! Reach out** to discuss joining Movement Health 2030's Global Board or Network today.


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If you want to **join the Movement Health 2030**, you can contact us through the following emails: **comunicaciones@movimientosalud2030.com** - **hector.pourtale@movementhealth2030.com**